



NEWS RELEASE

Simmons Celebrates BackCare 45th Anniversary with New Feature and New Look!

Singapore, Embargoed till 15 April 2022 – Simmons, founded in 1870, celebrates its BackCare 45th Anniversary this year. The BackCare® Series, launched in 1977, has withstood the test of time, and is trusted by generations of consumers.

The BackCare series is specially engineered to provide superb back support and conformability, regardless of the user's weight or body shape. Recognized as the best-selling series to date, and in celebration of BackCare® 45th Anniversary, Simmons has revamped the series with new feature and a fresh look, keeping to its commitment to innovate and deliver quality products to bring better sleep to all.

Bamboo Charcoal, known as the "black diamond" in the world, is the new guardian of environmental protection in the 21st century. Being microporous and cellular, the Bamboo Charcoal fabric is moisture absorbent, anti-bacterial, environmentally friendly and is able to remove odour and achieve optimal sleep temperature, allowing the user to have a clean and cool night sleep. This new feature is now added to BackCare 2 and BackCare 3 models.

The BackCare series is also known for its e-ION Crystal technology. The first in the industry to introduce e-ION mattresses back in 2002, the revolutionary e-ION technology also received the Class 1 medical device certification in Japan in 2018. Kneaded from 14 natural mineral stones, this negative ion fibre is applied into each BackCare e-ION mattress* to best deliver positive benefits to the user - it emits negative ions, neutralizing positive ones, boosting immunity.

Other benefits of e-ION include increasing metabolism, improving blood circulation, and supporting heart & lung functions. It also helps to invigorate your innate ability to self-rejuvenate for an enhanced health and well-being. The e-ION technology was introduced with one aim in mind. To help consumer recharge with endless nights of uninterrupted sleep, waking up refreshed and recharged. *Mattress models that have the e-ION Crystal technology are BackCare 3, 4, 5 and Luxury models.



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To mark this milestone, BackCare 4, the best seller in the series, is now revamped with a brand new look, while retaining its original features. Trusted by generations, the BackCare series provide the entire family with good quality sleep after a long day of activities. As Mr Eddie Ng, Simmons' senior general manager puts it, "Simmons BackCare series is the gold standard of uninterrupted sleep and uncompromising support. Many of our loyal customers return to purchase the same series for their children and their children's children. We are happy to celebrate these great 45 years of good quality sleep. As a brand that has stood the test of time, Simmons will continue to develop better beds for more good years to come."

In celebration of the 45 years of good sleep, Simmons is running a "From Neck Care to Back Care, Simmons cares" Campaign islandwide with savings up to 37%. Additionally, you can also purchase a pair of NeckCare Pillows at \$45* and selected bedframes from \$45 with every purchase of Simmons BackCare mattresses. Promotion is now on till end July. Terms & conditions apply. While stocks last.

Simmons BackCare® series.

BackCare 2: *Prices from: \$3,779 (Queen)

BackCare 3: *Prices from: \$4,283 (Queen)

BackCare 4: *Prices from: \$4,976 (Queen)

*Prices extracted from Simmons eshop as of 14 Apr 2022.



Image: BackCare 2



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Image: BackCare 3



Image: BackCare 4

End



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About Simmons (SEA) Pte Ltd

Simmons is one of the world's largest mattress producers with 150 years of heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare® mattresses, Simmons is also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Marriott Group of Hotels, Marina Bay Sands, Shangri-la hotels and Frasers Hospitality Group.

In Asia, the license to manufacture and distribute Simmons products is owned by Simmons Co. Ltd. Japan, a subsidiary of Nifco Inc., a plastic fastening company which is listed on the Tokyo Stock Exchange. Simmons Co. Ltd. Japan owns the perpetual licence to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up. Simmons Co. Ltd. Japan owns the perpetual licence to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up. Simmons is committed to developing superior mattresses to promote 8 hours of high performance sleep for our consumers. Because with Simmons Beautyrest innovations and technology, consumers sleep better and be more awake.

Simmons (SEA) Pte Ltd

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